

What is claimed is:

1. A method for systematically and consistently developing a business opportunity, the method comprising the steps of:

- 5 performing an initiation meeting;
- performing a pre-invent session;
- performing pre-work;
- performing an invent session;
- designing a business opportunity environment;
- 10 developing the business opportunity environment;
- demonstrating the business opportunity environment;
- refining a business plan;
- performing an alignment meeting;
- performing a commitment meeting; and
- 15 marketing a pilot.

2. The method of claim 1 wherein the step of performing an initiation meeting further comprises the steps of:

- executing an agreement for a collaborative invent process; and
- 20 executing an agreement to develop the business opportunity environment;

3. The method of claim 1 wherein the step of performing a pre-invent session further comprises the steps of:

- 25 preparing for the invent session;
- agreeing on goals;
- performing an assessment of existing research data;
- negotiating roles; and
- assigning responsibilities.

4. The method of claim 1 wherein the step of performing pre-work further comprises the steps of:

defining key questions;

gathering pre-existing research data from participants and assessing further research

5 requirements;

developing a plan to perform research;

executing primary research;

executing secondary research on customer segments, society, businesses, industry and technology trends; and

10 recruiting expert participation.

5. The method of claim 1 wherein the step of performing the invent session further comprises the steps of:

generating a common understanding of the research and choosing an initial focus area;

15 generating a roadmap and development of a strategic business plan associated with the business opportunity; and

defining a customer experience associated with the business opportunity environment.

6. The method of claim 1 wherein the step of designing the business opportunity
20 environment further comprises the steps of:

designing an experience goal associated with a pilot; and

designing a technical architecture associated with the pilot.

7. The method of claim 1 wherein the step of developing the business opportunity
25 environment further comprises the steps of:

developing technical architecture associated with the business opportunity environment; and

building a prototype associated with the business opportunity environment.

8. The method of claim 1 wherein the step of demonstrating the business opportunity environment further comprises the steps of:
demonstrating the pilot as a proof of concept;
analyzing customer response to the business opportunity environment; and
determining impact on the business case.

9. The method of claim 1 wherein the step of refining the business plan further comprises the step of:
defining a substantially total customer experience;
defining a business model; and
defining a technology architecture roadmap.

10 10. The method of claim 1 wherein the step of performing an alignment meeting further comprises the steps of:
gaining alignment form key stakeholders; and
outlining roles and resources associated with moving forward.

11 11. The method of claim 1 wherein the step of performing a commitment meeting further comprises the steps of:
finalizing roles;
finalizing resources;
identifying substantially critical assumptions; and
finalizing a substantially detailed short term plan associated with moving forward.

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12. The method of claim 1 wherein the step of marketing the pilot further comprises the steps of:
- introducing the pilot to at least one of, an initial target market, an initial target segment and an initial target location; and
- 5 performing a limited market test associated with understanding customer uptake.
13. The method of claim 1 further comprising the step of validating a business venture.
14. The method of claim 13 wherein the step of validating a business venture further comprises the steps of:
- examining assumptions;
- building a business case; and
- defining technical options.
15. 15. A method for systematically and consistently developing a strategic plan to create high growth business opportunities, the method comprising the steps of:
- performing an initiation meeting;
- performing a pre-invent session;
- performing pre-work;
- 20 performing an invent session;
- validating a business venture;
- designing a business opportunity environment;
- developing the business opportunity environment;
- demonstrating the business opportunity environment;
- 25 refining a business plan;
- performing an alignment meeting;
- performing a commitment meeting; and
- marketing a pilot.

16. The method of claim 15 wherein the step of performing an initiation meeting further comprises the steps of:

- executing an agreement for a collaborative invent process; and
- executing an agreement to develop the business opportunity environment;

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17. The method of claim 15 wherein the step of performing a pre-invent session further comprises the steps of:

- preparing for the invent session;
- agreeing on goals;
- 10 performing an assessment of existing research data;
- negotiating roles; and
- assigning responsibilities.

18. The method of claim 15 wherein the step of performing pre-work further comprises

15 the steps of:

- defining key questions;
- gathering pre-existing research data from participants and assessing further research requirements;
- developing a plan to perform research;
- 20 executing primary research;
- executing secondary research on customer segments, society, businesses, industry and technology trends; and
- recruiting expert participation.

25 19. The method of claim 15 wherein the step of performing the invent session further comprises the steps of:

- generating a common understanding of the research and choosing an initial focus area;
- generating a roadmap and development of a strategic business plan associated with the business opportunity; and
- 30 defining a customer experience associated with the business opportunity environment.

20. A computer readable medium on which is embedded computer software comprising a set of instructions for executing a method of systematically and consistently developing a strategic plan to create high growth business opportunities, the method comprising:

- 5 performing an initiation meeting;
- performing a pre-invent session;
- performing pre-work;
- performing an invent session;
- designing a business opportunity environment;
- developing the business opportunity environment;
- 10 demonstrating the business opportunity environment;
- refining a business plan;
- performing an alignment meeting;
- performing a commitment meeting; and
- marketing a pilot.

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